Complete this worksheet while you watch and analyze the 2012 presidential debate on October 3, 2012.

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|  | Barack Obama | Mitt Romney |
| SETTING: Examples of how colors, camera positions, view framing (e.g., close-ups, side view, other angles) favor or hurt the candidate. |  |  |
| TECHNIQUES OF PERSUASION: Examples of candidates’ use  of glittering generalities, name-calling, emotional appeals, avoidance, etc. Did these examples help or hurt the candidate? |  |  |
| FAVORITE PHRASES: Examples of candidates’ use of slogans  and buzz words. Were they used effectively or not? |  |  |
| REHEARSED RESPONSES: Examples of candidates’ use of prepared phrases or retorts that seem spontaneous. Were they used effectively or not? |  |  |
| CUTAWAYS: Examples of non-verbal expressions, gesturing, audience reactions seen during debate. Did these images help or hurt the candidates? |  |  |
| POST DEBATE ANALYSIS: Examples of words/ phrases used by commentators, pundits, others. Did they favor a candidate? Were candidates’ statements supported by facts? |  |  |

*Hwk Discussion on Wiki: Who do you believe won the debate? Cite specific examples from the debate (see your notes above) to support your claim. Explain your opinion in a comprehensive paragraph on the wiki.*